



1) Please describe PODSKI and how it relates to Podango's Stations.

For listeners, Podango Stations solve the problem of "information overload." PODSKI, as a Podango Station, is run by a Station Director (Rhett Frandsen) who "sifts, sorts, and prioritizes" podcast content about skiing and snowboarding. All the podcast content for each station is consolidated into a single RSS feed (or channel), so the listener only needs to subscribe to one feed to get the best podcast information from multiple podcasters on a specific subject (skiing and riding). No more need to search high and low for the good stuff about skiing and riding and then miss out on the next great podcast you want to hear. PODSKI discovers all the new emerging podcasters for the subscribers.

For podcasters, PODSKI provides the best opportunity for audience building and revenue generation in the market! There is strength in numbers.

2) What are Podando Stations?

A Podango Station is like a TV station. It provides a series of shows over a single channel (RSS feed). These shows are audio or video podcasts. Each station, like PODSKI, has a director who programs the station content for delivery to targeted audiences. These directors are leaders in their fields and communities of interest. They know their space, so they become a trusted advisor in directing listeners to quality and informative content. Stations also provide community interaction opportunities, either by text, audio or video, listeners can share their thoughts, concerns and insights with the station community.

PODSKI is a Podango Station. We provide the best podcast content, audio and/or video, about skiing and riding to our subscribers.

3) What has the response been from podcasters to PODSKI?

Podcasters like the PODSKI model and services. They get to leverage the skills and audience of their station team. If they are good enough to qualify, they can bring their 20,000 listeners to an existing audience of 100,000 and immediately get 5 times

more listeners. Full transcriptions, hosting and other key services also make it appealing.

PODSKI, together with Podango, provide infrastructure, tools, and services to podcasters so that they may provide a much more fulfilling and high quality listening experience than most podcasters can afford to provide on their own.

4) How do they feel about having ads put in their podcasts?

Most serious podcasters are looking for compensation for their hard work and know that the ad approach can be a win/win for both parties. Targeted, relevant advertising adds value to station programming. It does not detract. PODSKI serves a market niche and selects targeted niche advertisers to enhance the service provided to the audience.

5) For advertisers, please describe your audio ad creation service (you ask people to send you a script; do you then hire talent to voice the scripts and edit it yourselves, etc.)?

The Podango model is emerging with the market trends. We will support the emerging ad placement services which we expect to see from Google and eBay and we will provide some custom services, like voice services. However, some of the best ads are product mentions by the podcasters, so PODSKI will provide a process to get product sponsorships and mentions right within the podcasts as well as adding ad spots to the front or end of an episode.

6) For advertisers, what specifically goes into your Campaign Tracking and Management system?

PODSKI, in cooperation with Podango, will provide a variety of advertising opportunities including audio, video, banner, click-thru, affiliate options, or overall sponsorships of a station. Campaigns can include one or many of these options at the same time. PODSKI will consolidate a dashboard management console for advertiser to see the results of their ad purchases.

7) How will advertisers know who is downloading what show and whether or not they're listening to it? I realize PODSKI allows for great targeting of the skiing and snowboarding audience (and feel free to elaborate on that), but have potential advertisers been skeptical of signing up because they can't get the metrics they need to prove solid ROI?

As the PODSKI audience grows and becomes involved with as community by providing profile information and responding to online polls, the targeting of specific sectors of the listeners will enhance the targeting opportunities for advertisers. The download to listening ratio will be established overtime through

various techniques including polls, surveys, and online click through rates. If a listener responds to a request to visit the show notes and responds to a question, follows a link or interacts with the community, we are sure that they have listened to the podcast. It is not as exact as "price per click" advertising, but it will be a lot better than radio and TV. We see movement in the advertising community towards the new media, but it will not all happen at once.

8) What advice do you have for aspiring podcasters?

PODSKI encourages podcasts that are conversational, educational, entertaining, and don't waste time. They have some level of professional polish, achieved by editing out the garbage and production errors. Like Tim Bourquin said in a recent podcast "we say what needs to be said, then we finish." That is good advice. 10 minutes of the right stuff, is better than 20 minutes with 10 minutes of filler.

9) Any other thoughts?

Follow your passion. PODSKI should be about living the life that everyone else just dreams about. Get involved in learning as much as you can about your area of interest, get to know people, attend conferences, competitions, community/resort events, forums, start podcasting or blogging. Become knowledgeable and you will have value to share.